

## DESCRIPTION OF ELECTIVE COURSE

<b>Name of the school :</b> Haute école de gestion de Genève	<b>Academic Year:</b> 2026-2027
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FIRST PART: DESCRIPTION OF MODULE	
<b>1. Domain</b>	<i>Business and Services</i>
<b>2. Department</b>	<i>International Business Management</i>
<b>3. Course name</b>	<b>Business Agility for Digital Transformation</b>
<b>4. Code</b>	31002
<b>5. Type of education</b>	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
<b>6. Number of ECTS Credits</b>	<b>5</b>
<b>7. Prerequisites</b>	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/> .....
<b>8. Teaching language</b>	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other: .....
<b>9. Objectives</b>	<p><b>About Agility</b></p> <p><i>Agility is a concept frequently referenced in the corporate world and the media, but it is not always implemented in ways that fully capture its potential to create business value and organizational efficiency.</i></p> <p><b>Why This Course</b></p> <p><i>The purpose of this course is to explore how different aspects of business agility can be leveraged to ensure successful digital transformations.</i></p> <p><b>What We Will Learn</b></p> <p><i>We will learn how to design and develop an innovative product aligned with the agile mindset, and how to manage it from both organizational and individual perspectives. This includes studying different management styles and cultural environments.</i></p> <p><b>We will also explore how to:</b></p>

	<ul style="list-style-type: none"> <li>• <i>Manage system change, as well as psychological and social defenses against new ways of working.</i></li> <li>• <i>Influence organizational culture and address “wicked problems” in the context of Agile Digital Transformations.</i></li> </ul> <p><b>How We Will Proceed</b></p> <p><i>Learning will be based on a mix of theory, interactive discussions, and exercises, with a strong emphasis on teamwork.</i></p> <p><i>We will approach these challenges by:</i></p> <ul style="list-style-type: none"> <li>• <i>Including the five pillars of digital transformation in our studies and exercises: technical aspects, customer experience, market positioning, processes, and people.</i></li> <li>• <i>Focusing on two key frameworks: Scrum® and Kanban®.</i></li> <li>• <i>Exploring the psychological dynamics of change, leadership, and management at individual, group, and organizational levels.</i></li> <li>• <i>Understanding the underlying drivers of organizational culture, behaviors, values, and belief systems.</i></li> <li>• <i>Learning how to use tools and methods to tap into collective intelligence, retrieve knowledge that lies outside of immediate awareness, and harness the value of the full human experience at work.</i></li> <li>• <i>Studying digital product lifecycles and working on real case scenarios.</i></li> </ul>
<p><b>10. Contents</b> <i>(General themes and descriptions, the accurate content may change)</i></p>	<p><i>General themes are:</i></p> <ul style="list-style-type: none"> <li>• <i>Introduction with first steps for business analysis and project management</i></li> <li>• <i>Business agility: definitions, principles, and frameworks</i></li> <li>• <i>A perpetually changing business environment driven by digital innovation and how to manage such changes</i></li> <li>• <i>Organizational alignment to ensure digital transformation</i></li> <li>• <i>Management styles</i></li> <li>• <i>Practise including AI components like GPT and LLM to deliver faster an innovative product</i></li> <li>• <i>Psychology of Roles &amp; organisational dynamics</i></li> <li>• <i>Socio-anlytical methods and associative unconscious</i></li> <li>• <i>Psychology of change, transition &amp; resistance</i></li> <li>• <i>Organisational Culture and organisaitonal development</i></li> </ul>

<b>11. Evaluation</b>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> <li>• Exam: 30%</li> <li>• Report and presentation on an agile organization – 30%</li> <li>• MCQ - 20%</li> </ul> <p>Organisational &amp; Culture Change Initiative Design. Group workshop - 20 %</p>
<b>12. Remediation/repetition</b>	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
<b>13. Coordinator / main instructor</b>	<p><b>Lead: Vincent Bertin</b></p> <p><b>Support lecturer: Victor Svensson</b></p>
<b>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</b>	
<b>14. Level</b>	<p><input type="checkbox"/> Basic module</p> <p><input type="checkbox"/> Advanced module</p> <p><input checked="" type="checkbox"/> Specialized module</p> <p><input type="checkbox"/> Other: .....</p>
<b>15. Characteristics</b>	<p><input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)</p>
<b>16. Type</b>	<p><input checked="" type="checkbox"/> Main module</p> <p><input type="checkbox"/> Module linked to main module</p> <p><input type="checkbox"/> Optional module</p> <p><input type="checkbox"/> Other: .....</p>
<b>17. Time organization</b>	<p><input checked="" type="checkbox"/> Module over 1 semester      <input type="checkbox"/> Module over 2 semesters</p> <p><input checked="" type="checkbox"/> Spring semester                      <input type="checkbox"/> Fall semester                      <input type="checkbox"/> Other</p>